

Imperial Chaves County Takes General Lead in Progress of New Mexico in Farming and Livestock

When it comes to diversification of farming and stock interests there are few counties which can compare with Chaves in southeastern New Mexico. Centered around Roswell the county has large range stock interests, prosperous and well equipped dairy farms, thousands of acres of grain and hundreds of general stock farms.

Roswell itself is a credit to any community anywhere. With thousands of shade trees, paved streets, miles of cement sidewalks, and hundreds of modern and beautiful homes the city ranks among the first in the state for beauty and attractiveness.

Possessing as it does climatic conditions which are nearly ideal, it is fast becoming a place of winter visitors. In Roswell the visitor receives more than climate—the fine, settled peace, the opportunity to enjoy practically every outdoor sport, good hunting and fishing, and a high standard of entertainment generally.

And Roswell is not the only place in Chaves county which may boast of its accomplishments. There are a number of smaller places in the county which have been able to bring the best little cities in New Mexico. Among these are Dexter, Hagerman and Lake Arthur. On the whole, Chaves county is the most progressive in the state and north of Roswell are many thickly settled communities which are rapidly coming to the front as dry farming centers, and are known also for their stock interests.

The Roswell county is at the head of the irrigated section of the Pecos valley. This section of the state is the only one irrigated by artificial means, which have been a big factor in the rapid development which has taken place there in the last fifteen years. With excellent alfalfa lands, a climate which grows good Indian corn, the haffies, and in fact all kinds of grain, together with the ample water supply, it is natural that this section should have become the center of the high grade and registered livestock industry in the southwest.

The range irrigated farms are found the best of population stock in Jerome, Holstein and others of the dairy breeds, the best of the beef breeds, and a large of boys which satisfy the most particular buyer of breeding stock. The number of these herds is constantly increasing and the market which the breeders have established for young stock is constantly widening.

At the 1915 state fair at Albuquerque the stockmen of Chaves county made one of the best showings of registered livestock ever made at the state fair. The State Livestock and Poultry exposition held annually at Roswell for all of southeastern New Mexico is one of the largest stock

shows in the southwest, this fair establishing a record for the number of registered dairy cattle last year.

Schools. The school system of Chaves county is on a par with any and superior to many of the most thickly populated counties in the United States. Each school, whether district or city, is carefully supervised by competent superintendents and placed in the best of teachers. The curriculum is thoroughly modern and in the high schools there are rapid training and enough science departments.

The New Mexico Military institute situated at Roswell is ranked by the United States government in the first tier in the United States and is constantly improving.

Because of the ideal climate, more and more people are coming to Chaves county each winter to enjoy the open climate and good high schools, the advantage of the excellent schools.

Practically every religious denomination is represented in the church life of Chaves county and the churches have splendid homes. The trained orders are flourishing and many of them have elegant homes of their own.

With many women's clubs and other social organizations, the social life of the county is well taken care of.

Chaves County Markets. The marketing of fruit and other products in Chaves county presents an attractive situation to the grower. The county is situated at the very door of one of the greatest apple markets in the United States. Texas with her millions of people grows practically no apples, and Chaves county can put her fruit at their doors at a freight rate much lower than that of any other fruit section. The state of Texas is producing apples with New Mexico in her growth, and each year is adding to her population. Although the supply of fruit from Chaves county is now far below the demand in Texas alone, the demand is constantly increasing. Other products of Chaves county find market conditions equally as attractive in Texas and other southern states which do not grow many of the products grown here.

But it is not alone in the southwest that Chaves county must depend to market her products. The freight rates to Chicago, Pittsburgh, Cincinnati, Cleveland and other great market centers are much less than they are in these points from the fruit sections of the north—now coming there markets. There are no mountain ranges between Chaves county and her markets.

Chaves county produces some specialties with which she could compete with other sections even though the freight rates were the same (the

of these is the Jonathan apple, the quality of which is unequalled. This apple ripens in Chaves county earlier than in any other section producing it, and the fine element alone gives her a big advantage in this product on the markets. The quality of both fruit and sugar makes it a table fruit, and the respect of the buying public, and wherever they are offered they are in demand because of their perfection in form and flavor.

Chaves County Has— From the eastern half of the United States, ninety-five percent of the population is American, three percent Spanish-American, two percent Mexican.

8,000 acres of orchard, 3,000 of which is in fruit, 50,000 acres in producing alfalfa, 50,000 acres in general farm land, an extensive wheat.

1,000 dairy cows, a large percentage of which are registered and from the best foundation stock of each breed, 10,000 broods, 10,000 registered, high-grade and ranch horses and mules, 100,000 sheep, 18,000 goats.

Roswell is the county seat, having a population of 5,000, 95 percent of whom are American.

Chaves County Products— 25,000 boxes (bushels) of apples and large quantities of peaches, plums, pears, cherries, grapes, apricots and nutmegs.

150,000 tons of alfalfa and large quantities of Indian corn, alfalfa, sorghum, stock feeds, wheat, barley, oats, rice, peanuts and other stock feeds and farm products.

10,000 crates of guavas and large quantities of lemon, orange, sweet potatoes, strawberries, peaches, cantaloupes, water melons, tomatoes and other fruit.

25,000 pounds of wool. Not acquainted with the Chaves county brand of quality.

Chaves County Is— The heart of agricultural New Mexico.

The leading center of registered heavy cattle, sheep, horses, and chickens.

Equipped with the best schools in the southwest.

An ideal place to spend the winter, when the days are bright, warm and dry and the nights are frosty.

An ideal place to spend the summer, when the nights are always cool, the days are pleasant, and humidity is low.

The county of good, hard, modern farms, the best of families.

A network of good, well kept graded roads.

The place where shade trees are planted and thousands are planted each year.

The county that affords all the cost, and has all the advantages of the west.

Climate. Chaves county has as much sunshine as Los Angeles, more than Galveston, less cooler days in summer than Los Angeles, and many climatic advantages over other Los Angeles at Galveston, winter and summer.

The normal maximum for summer is 81.

The normal minimum for winter is 24.

The normal average humidity for summer is 38.

The normal average humidity for winter is 62.

The normal rainfall is fifteen inches, two thirds of which comes in summer.

The average altitude of the county is 2,500 feet.

Chaves county is always the right spot on the weather map.

INTENSIVE AGRICULTURE SECRET OF SUCCESS OF WIDE-AWAKE COMMUNITY

The county of Chaves, second largest subdivision of the state, is a striking example of the change from strictly grazing to livestock communities to agricultural or intensive cultivation communities as characterized by New Mexico. Although the fact that large areas of Chaves county will never be brought into cultivation, the county in former days was entirely a stock raising community. When beef was high, it was profitable when that staple went down, its prospects were bleak. The use of electricity for pumping irrigation water from the underflow has been developed and worked out to its highest efficiency in the Pecos valley south of Chaves county, while the development of a large artesian well in the same section, and a shallow pumping well of even greater dimensions, combined with this to bring the naturally fertile soil of the section into productivity.

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The county of good, hard, modern farms, the best of families.

18,000. The development of irrigation pumping by electricity has called forth important electric developments which are listed as worth \$75,000. The telephone and telegraph facilities of the section are valued at \$25,000 and the railroads at \$100,000. The county has the second largest listing of merchandise stores in the state. Chaves county has \$22,120 worth of bank stock. The county ranks first in number of automobiles owned. The total valuation of the county is \$20,321,155, taxes being levied against one-third of this, according to law. This is the highest total valuation of any county in the state.

The schools of Chaves county are among the best in the state. There are sixty-two school buildings in the county, 118 instructors holding forth in these. The 1914 school population was 2,770, indicating a total population of approximately 18,000. The 1910 census gave the county a population of 14,500. Of this 6,172 is on the city of Roswell. The population at the time of the twelfth census was only 4,771. The percentage of literacy among the males of voting age was three and four-tenths at the time of the thirteenth census, while ten years before it had been nine and two-tenths.

The thirteenth census, which has the latest available figures on irrigation in the county, gives the total acreage irrigated in the east of what taken at 6,000 acres, or about one-tenth of one per cent of the total area of the county, but it is certain that this has increased materially since that time. However, it was about 9,000 acres more than any other county irrigated the same year, and somewhat more than any other county irrigated the same year. There are 10,000 acres in the county under federal reclamation projects, which, however, irrigated but 1,200 acres in 1909. Cooperative enterprises included 9,600 acres the same year, and commercial enterprises some 31,000, 8,400 acres and 12,500 acres, respectively, being irrigated in 1909. The same year individual and partnership enterprises irrigated 23,814 acres, the projects being capable of irrigating 22,765 acres. There are 471 individual irrigation enterprises in the county. Flowing wells to the number of 194 produce at maximum flow, 425,616 gallons of water a minute for irrigation purposes.

One hundred thirty pumped wells are capable of producing 50,000 gallons a minute additional. The water sources are about evenly divided between streams and wells, though springs and lakes furnish a small amount of water. Of the wells, most water is taken through natural flow.

(Continued on Page Two.)

First State Bank & Trust Company

Roswell, New Mexico.

W. G. Urton, Roy Ammerman,
President, Cashier.

Resources \$442,236.93

Sum it up in one sentence. Get back of the mass of causes dependent on such essentials as character, personality, integrity and you find this. It is the painstaking and courteous attention to the smallest as well as the largest account that is making this

"The Growing Bank"

Report of the Citizens National Bank

Of Roswell, N. M., at the Close of Business Friday, June 30th, 1916.

RESOURCES	LIABILITIES
Loans and Discounts \$1,066,743.14	Capital Stock \$100,000.00
Bonds and Other Securities 128,000.00	Surplus and Profits 104,924.58
Real Estate 40,000.00	Circulation 100,000.00
Building House and Real Estate 238,930.40	Deposits 1,103,354.96
Cash and Sight Exchange	Total \$1,408,279.54
Total \$1,408,279.54	

Statement of Citizens Livestock Loan Company

At the Close of Business Friday, June 30th, 1916.

Loans and Discounts \$82,700.75	Capital Stock \$100,000.00
Real Estate 20,000.00	Unpaid Profits 5,447.49
Cash in Bank 2,650.74	Total \$108,147.49
Total \$105,351.49	

Total Resources of Citizens National Bank and Citizens Livestock Loan Company \$1,513,727.03

When in Roswell Make Our Office Your Headquarters
JNO. W. POE, President. J. J. JAFFA, Cashier.

DIRECTORS:

Jno. W. Poe, John Shaw, J. S. Lea
Nathan Jaffa, W. S. Prager, C. S. Lusk
O. H. Smith, J. J. Jaffa, Clark Dille

SAFETY SERVICE SATISFACTION

Stock and farming interests have made the Pecos Valley. Believing in the great future of this industry we have offered every encouragement to it. Year by year it has grown until this section is now the center of registered live stock in New Mexico. This institution in addition to its highly specialized banking departments offers special advantages to the stockman and farmer.

INFORMATION CHEERFULLY FURNISHED TO STRANGERS

The FIRST NATIONAL BANK

E. A. CAHOON, A. HANNY,
President, Cashier.
Roswell, New Mexico.

"The Largest Bank in Eastern New Mexico"

DEPOSITS \$1,600,000